



# The Groundwater Foundation

For over 28 years - educating people and inspiring action to ensure clean, sustainable groundwater for futures generations.



# Why?

The unfortunate truth is most people do not understand groundwater, or the role it plays in their life or the role they play in protecting and conserving it....for example



# Yep, it's a finite resource

## Water cycle bracelets



# Characteristics of Groundwater...



## Awesome Aquifers



# Vulnerability



Clean Water Challenge



# Sustainability



Collectively, we  
do make a  
difference



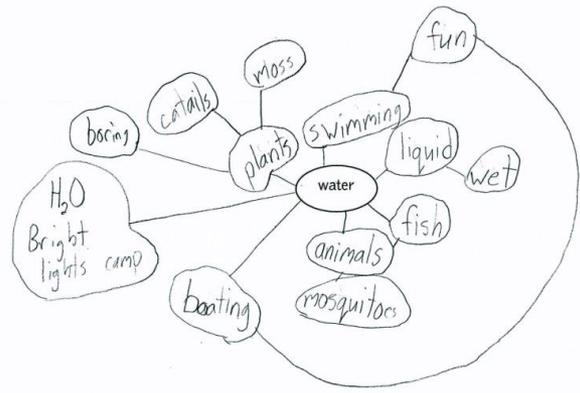
# Water Sustains Life



# Does it Work?

Name: Nick Morse 14

Brainweb 1



- Brain Web





# Informal Evaluation Technique

- Observation
  - “You learn while having fun...”
  - “This camp is totally freaking awesome...”



# Groundwater Guardian Program



**Conservation**  
Las Vegas Valley, Nevada

**Public Policy**  
Michigan State University,  
Michigan



**Pollution Prevention**  
Marshfield Area, Wisconsin



**Best Management Practices**  
Valparaiso, Indiana

**Public Education and Awareness**  
Mecklenburg County,  
North Carolina



# What are Groundwater Guardians doing?

- River and lake clean up programs
- Landscape award programs for businesses
- Water rebate programs
- Youth water debates
- Watershed Festivals
- Development of ordinances for recycling programs
- Adopt-a-Spring program
- Development of groundwater protection ordinances
- Pharmaceutical take-back programs
- Storm-drain stenciling programs
- Education about permeable paving systems
- Monitoring of nitrate levels
- Rebate programs for lawn replacements
- Rain barrel workshops
- Testing of private wells
- Planting native grasses and trees in wellfields
- Water conservation and artwork project
- Bio-monitoring of streams
- Soil erosion control
- Hazardous waste collections



# Does the program work?

- 2007 Heinz Award for the Environment
- 2007 Conservation Award from Department of the Interior
- In 2012 over 13 million people across North America benefitted from the protection efforts of Groundwater Guardians.



# Groundwater Guardian Green Site Program



# Green Sites



- Highly-managed green spaces, including:
  - Golf courses
  - Ball fields
  - Educational campuses
  - Parks
  - Utility areas
- Open to all sites implementing groundwater-friendly practices



# Green Sites



## Collective Impact:

- Over 450,000 gallons of water saved
- 34% reduction in pesticide use
- 45,000 gallons of oil properly disposed of
- 34,000 lbs. of hazardous waste



# But the question remains...

- How can we get to the person behind us in line at McDonald's...?



Keep at it...

- 1) Always remember what Margaret Mead said: "never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever does."
- 2) Finding innovative ways to bring Groundwater to Life



It may be hard to believe that something like the Groundwater Festival could have such an impact on someone's life but it is true. The concepts I learned at an early age stayed with me and translated into a drive to deepen my knowledge in that area. That is exactly why programs like this are so important because they plant the seeds. Seeds that one day may grow into something great.

Brandon Davis.

**Jane Griffin**

The Groundwater Foundation

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